

## So green are wire and Tube 2022:

### World's leading trade fairs offer ecoMetals trails through the exhibition halls

How green are the wire, cable, tube and pipe industries? How sustainably do they produce and how environmentally friendly is the handling of the materials used? These are questions that the new ecoMetals campaign wants to demonstrate in guided tours.

During the wire and Tube trade fair from 9 to 13 May 2022, trade visitors will be offered daily guided tours, so-called ecoMetals-trails, to exhibitors for whom the terms sustainability, energy efficiency and resource conservation are not just lip service but lived practice.

At their exhibition stands, they demonstrate how new technologies, machines and systems in their production facilities improve the energy and carbon dioxide balance in order to minimise the company's ecological footprint.

They also explain to visitors how they manage to reconcile economy and ecology in their production and process chains. This seems to be more important than ever in order to survive in international competition and to remain a sought-after business partner.

The meeting point for all free tours is the ecoMetals information counter at the North Entrance of the Düsseldorf Exhibition Centre.

Exhibiting companies can already obtain information on the wire and Tube websites at [www.wire.de/ecometals](http://www.wire.de/ecometals)



International Wire and Cable Trade Fair  
Internationale Fachmesse Draht und Kabel



International Tube and Pipe Trade Fair  
Internationale Rohr-Fachmesse

**09-13 May 2022**  
[wire.de](http://wire.de) | [tube.de](http://tube.de)



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Mitgliedschaften der  
Messe Düsseldorf:

 The global  
Association of the  
Exhibition Industry

 Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft

 FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
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Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

and [www.tube.de/ecometals](http://www.tube.de/ecometals) and, if interested, register directly to take part in the ecoMetals trails at [exhibitor@wire.de](mailto:exhibitor@wire.de) or [exhibitor@Tube.de](mailto:exhibitor@Tube.de) or directly with Vanessa Mauch at [MauchV@messe-duesseldorf.de](mailto:MauchV@messe-duesseldorf.de).

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[www.wire.de/ecometals](http://www.wire.de/ecometals) and [www.Tube.de/ecometals](http://www.Tube.de/ecometals)



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